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HERE'S WHAT YOU FACE:

Other countries are growing more cotton. We used to export half our crop, now sell little abroad.

Competition from rayon and other products has greatly increased.

We've got a big surplus of cotton, especially the low grades.



WHAT CAN YOU DO ?

Follow the seven steps. You'll make extra profits and do your part to keep cotton a good cash crop. Talk and act with your neighbors.

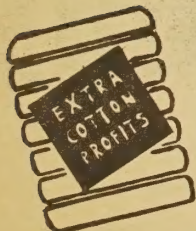
What Else Is Needed ?

Better methods and lower costs in ginning, manufacturing and handling cotton and cotton products.

More research to develop new uses for cotton and better methods of growing and handling it.

Prices and policies that will increase foreign trade and domestic use of our cotton.

Fullest cooperation of cotton farmers, ginners, buyers, manufacturers, and national policy makers in meeting these problems.



SEE YOUR COUNTY AGRICULTURAL AGENT for help in following the seven steps in your community. Make the seven steps your part in the program.



7 STEPS for EXTRA COTTON FARM PROFITS

EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE

EXTRA PROFITS FOR COTTON FARMERS

Can you make money growing cotton and meet competition in the markets of the world? To do so will require cotton of uniform, high quality. It must be grown at low cost, ginned right, and sold skillfully.

HERE ARE SEVEN STEPS that lead to extra profits, now and in the future.



**1. GET TOGETHER
ON THE BEST
VARIETY**



**3. TAKE CARE
OF YOUR SOIL**

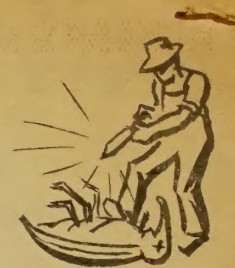


**2. FIT COTTON
INTO BALANCED
FARMING**



**4. MAKE YOUR
LABOR COUNT**

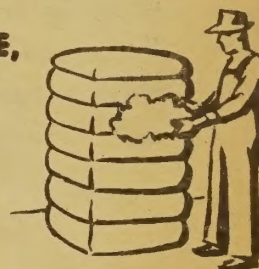
**5. CONTROL
INSECTS AND
DISEASES**



**6. PICK AND GIN
FOR HIGH GRADE**



**7. SELL FOR GRADE,
SPINNING, AND
STAPLE VALUE**



Supplemental Material on
SEVEN STEPS FOR EXTRA COTTON FARM PROFITS

1. Get together on the best variety

Sure, you want to plant the best variety--strong fiber, good staple, high yielding. Group action is also necessary. The mills require uniform lots of cotton. The first step is for all farmers in a community to grow the same kind of cotton. Farmers in one-variety communities last year grew over a third of our cotton crop. They had uniform cotton that attracted buyers. They got a premium price. In one-variety communities it is also easier to keep seed pure at the gin and to get free Government grading. Visit a one-variety community and see for yourself.

2. Fit cotton into balanced farming

Planting only cotton as a cash crop is like playing a fiddle with one string. When the string breaks the music stops. It also hurts the soil and does not provide uniform work through the year. Plant cotton only on land best suited to cotton. Plan a combination of other cash crops, pasture, feed crops, and livestock that will make fullest use all the year of your soil, labor, stock, and equipment. Rotate crops to improve soil fertility. Buy supplies for cash.

3. Take care of your soil

The soil is the foundation of the farm family's livelihood. How well it continues to yield will depend on how well you treat it. It is your bank account. Build it up. You can't afford to let row crops take out all the humus and plant food without putting more back through using cover crops, rotating crops, and using fertilizers. You can stop erosion from stealing away your best topsoil by putting every acre to its best use and treating it according to its needs. Terracing, putting badly washed land in permanent cover crops, and other conservation, and soil-building practices will pay dividends.

4. Make your labor count

What you do to increase yields usually lowers costs. Labor is one of your biggest costs in growing and picking cotton. Study every job. Use methods and improved machinery that will save labor. Such things as the way you use fertilizer, delinting and treating seed, using power machinery, doing each job at the right time, and many simple labor-saving short cuts may mean the difference between profit and loss.

5. Control insects and diseases

Cotton insects and diseases are profit clippers. Boll weevils, bollworms, flea hoppers, plant bugs, leaf worms, and other insects destroy one bale for every seven the farmer gets. Cotton wilt and other diseases take another high toll. You can greatly reduce this loss by examining your plants and using the right poison when needed, treating planting seed, using wilt-resistant varieties, and using good growing practices that give vigorous plants.

6. Pick and gin for high grade

We have a surplus of low-grade cotton and not enough of the higher-grade, clean, white cotton to meet market demands. You will get a higher price for the higher grades. Pick cotton as dry as possible, keep trash out, pick before weather damage, control insects, keep good cotton separate, and see that your ginner uses ginning methods that protect the grade.

7. Sell for spinning, grade, and staple value

Cotton is not just cotton. The longer staple, stronger fiber varieties and high-grade, clean, white lint are worth more. When you've produced that kind get it classed for grade and staple. Watch market prices, and get more for it. Don't overlook your seed. Handle and store it so it will produce high-grade oil, feed, and linters. Sell it, too, when you can, on a grade basis.